FOR IMMEDIATE RELEASE

SSI Introduces the Industry's First Survival Swim Program

DELRAY BEACH, FL – [May1, 2026] SSI is proud to introduce the **industry's first** Survival Swim program, a groundbreaking new initiative designed to remove one of the biggest barriers to entering the world of scuba diving—water confidence.

Created specifically for non-swimmers aged 10 and older, the Survival Swim program provides a structured pathway for participants who are interested in diving but may not yet meet the basic water skills required to begin training. By focusing on essential survival techniques, breath control, and foundational water comfort, the program helps prepare students to successfully complete the Open Water Diver Water Fitness Evaluation.



"The Survival Swim program opens the door to an entirely new audience," said Mike Schechter, SSI North America Director of Training. "For many people, a lack of water confidence has been the single biggest obstacle preventing them from learning to dive. This program gives Training Centers the ability to meet those individuals at the very beginning of their journey and guide them all the way through to certification."

Unlike traditional swim training, the Survival Swim program is designed to be conducted by Diving Professionals. Participants earn a recognition card, acknowledging their progress in developing essential water survival skills. It complements—rather than replaces—SSI's existing Swim programs, which remain focused on stroke development and advanced swimming techniques under the direction of SSI Swim Teachers.

For SSI Training Centers and Professionals, the program represents a powerful new opportunity to **expand their customer base and increase entry-level participation**. By offering SSI Survival Swim, centers can engage students earlier, build confidence, and create a seamless progression into scuba and freediving programs.

To support global adoption, SSI is offering the **Survival Swim Teacher rating as a free upgrade** for eligible SSI professionals, including Scuba Assistant Instructors and Freediving Assistant Instructors (or higher). The program also includes a comprehensive Total Teaching System, providing structured materials for both instructors and students.

With the launch of Survival Swim, SSI continues to lead the industry by developing innovative solutions that make diving more accessible and provide SSI Training Centers the tools they need to succeed.

Interested in learning how your dive center can offer the Survival Swim program to your customers? Click here to learn more about becoming an SSI Training Center.